

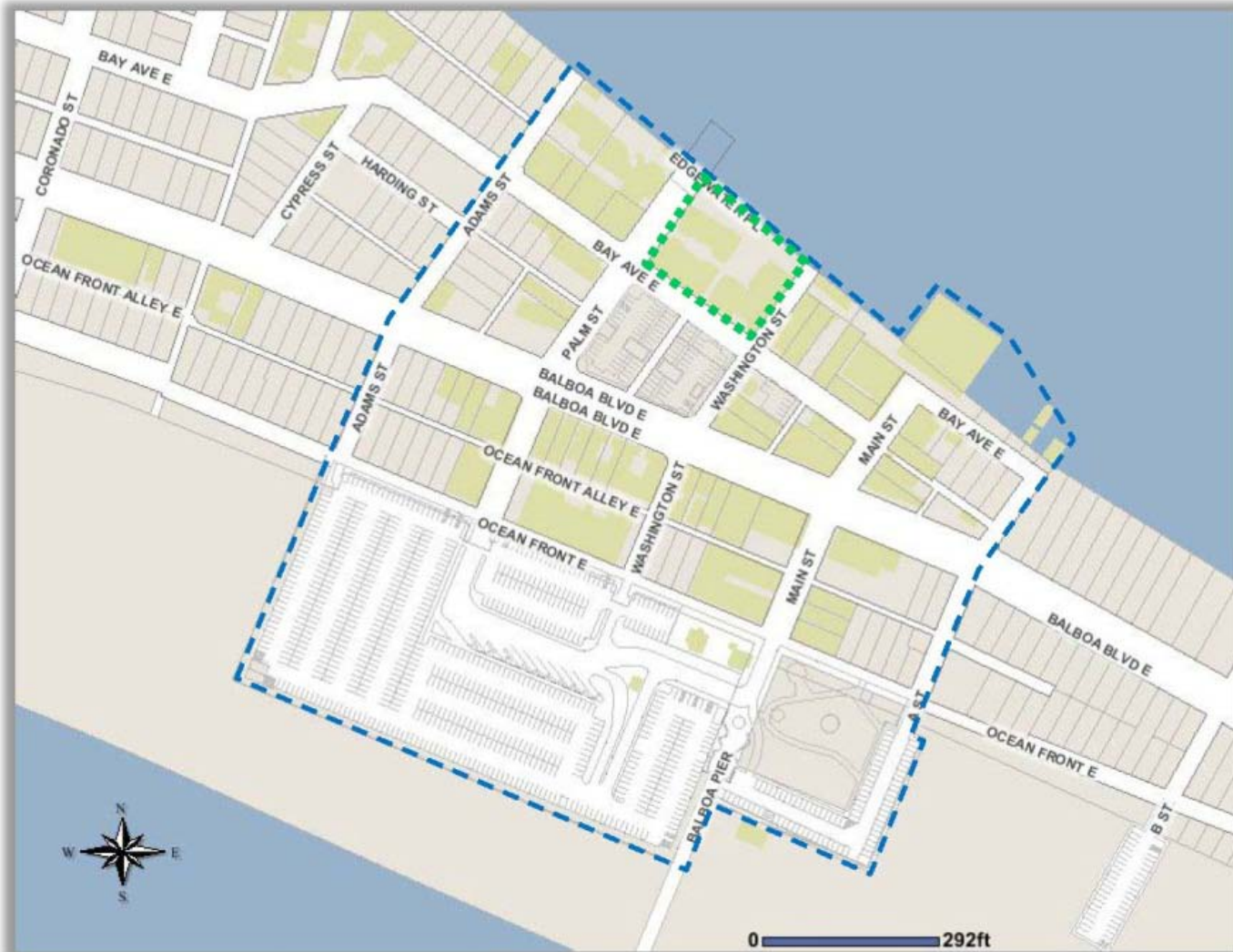
# Balboa Village Parking Management



Balboa Village Advisory Committee  
January 9, 2013



# Parking District Boundary



# Parking Strategies



1. Modify Parking Meter Rates & Time Limits
2. Eliminate/Modify Parking Requirements
3. Establish Employee Parking Program
4. Suspend In-lieu Parking Fee, including current fees
5. Establish Shared Parking District

# Parking Meters



- Time Limits – remove time limits
- Rates – demand based pricing
- Target occupancy levels
- Ensure availability of curb spaces in front of businesses, better utilize parking supply

	Peak Season	Off-Peak Season
On-street 8am to 6pm; Daily	\$2.00/hour (0-2 hours) \$2.50/hour (2+ hours)	\$1.00/hour (0-2 hours) \$1.50/hour (2+ hours)
Off-street 8am to 6pm; Daily	\$1.50/hour (no max)	\$0.50 hour (no max)



# Parking Requirements



- Revise minimum parking requirements for new development and intensification of use
- Remove barrier to new development
- Enhance opportunity for new investment
- Sufficient parking exists
- Parking as a shared resource
- Balboa Village as a single destination
- Urbanized, pedestrian aspects of the Village

# Employee Parking



- Establish an employee parking program
- All Balboa Village employers and employees are eligible
- Program is optional
- Incentivize employee parking in municipal beach lot instead of prime on-street parking

# In-Lieu Fee



- Suspend the in-lieu parking fee
- Moratorium since 1989 on any new in-lieu fees
- Eliminate current payee obligation from existing fees (\$13,500 annually)

# Shared Parking District



- Establish a shared parking district
- Shared parking for all of Balboa Village
- All parking on private property is public
- “Park once”
- Effective parking management tool
- Businesses have different peak parking periods



# BALBOA VILLAGE 2013 PARKING MANAGEMENT WORK PROGRAM SCHEDULE

	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC
<b>PUBLIC OUTREACH</b>												
1. BVAC												
2. BID												
3. Business/Property Owner Workshop				★					★			
<b>DATA COLLECTION &amp; FIELD SURVEYS</b>												
			BVAC	★		★	★	★				
<b>MODIFY PARKING METER RATES AND TIME LIMITS</b>												
1. Confirm Structure			BVAC									
2. Draft Ordinance										PC	CC	
3. Implementation												
<b>ELIMINATE/MODIFY PARKING REQUIREMENTS</b>												
1. Evaluate current supply and future demand				BVAC								
2. Determine approach					BVAC							
3. Develop rate						BVAC						
4. Draft Ordinance										PC	CC	
<b>ESTABLISH EMPLOYEE PARKING PROGRAM</b>												
1. Program Development					BVAC							
2. Draft Ordinance										PC	CC	
3. Marketing & Implementation												
<b>SUSPEND IN-LIEU PARKING FEE</b>												
1. Draft Ordinance										PC	CC	
<b>ESTABLISH PARKING DISTRICT</b>												
1. Designate Boundaries							BVAC			PC	CC	
<b>RESIDENTIAL PERMIT PARKING PROGRAM</b>												
1. Field Survey												
2. Reaffirm Program									BVAC			
3. Draft Ordinance										PC	CC	

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BALBOA VILLAGE 2013 WORK PROGRAM SCHEDULE												
	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
ASSUME MAINTENANCE OF BOARDWALK AREA												
1. Maintenance standard		BVAC										
2. Cost and funding options					BVAC							
3. Implementation												
MODIFY PARKING BENEFIT DISTRICT – <i>To coincide with Shared Parking District</i>												
1. Designate Boundaries							BVAC					
2. Draft Ordinance										PC	CC	
ALLOCATE ADDITIONAL FUNDING TO BID – <i>BID structure and funding under review by City Managers Office</i>												
1. Update BVAC on progress of City Manager’s Office	Updates will be provided as information is made available.											
DEVELOP SPECIAL EVENTS INITIATIVE - <i>May be combined with BID Special Events Plan</i>												
1. Update BVAC on progress of City Manager’s Office	Updates will be provided as information is made available.											
COMMERCIAL FACACDE IMPROVEMENT PROGRAM - <i>BVAC member initiated for 2013.</i>												
1. Establish Subcommittee	BVAC											
2. Define Scope & Budget			BVAC									
3. Submit Request for Next Budget												

# Recommended Action



- Forward Work Program to City Council
- Confirm Work Program 2013 Schedule & Forward to Council

